



AOT Logo Guidelines

Introduction

The purpose of these logo usage guidelines is to help achieve a consistent and coordinated look in advertising and marketing materials produced for tourism promotion throughout Arizona.

The uniform use of the Arizona Office of Tourism theme and logo “Arizona, Grand Canyon State” will enhance the recognition of ads and maximize our collective investment in marketing and media placement.

These guidelines are not intended to inhibit creativity or to increase the difficulty of production, but rather are provided to assist in communicating a consistent and positive identity for Arizona.

To ensure the success of the Arizona branding and to guarantee the quality and consistency of Arizona’s brand identity, each user of the logo must comply with the design guidelines provided in this document. One new opportunity AOT is exploring in FY 2007 is the creation of an “Arizona section” in publications which will comprise advertisements from various TEAM participants all in one area, with an AOT banner “headline” at the top branding the section. This will not affect the size of TEAM participants’ ads.

The AOT logo is available in four versions:

1. Black/white logo on black background
2. Black/white logo on white background
3. 4 color logo on white background
4. 4 color logo on black background

All logos are available for by email, please contact Karen Bult at kbult@azot.gov.

If you have any questions concerning logo usage or if you need additional assistance please contact Karen Bult, Tourism Education and Development Manager by phone at 602-364-3708, by email at kbult@azot.gov or Michael Leyva, Tourism Education and Development Director by phone at 602-364-3723, by email at mleyva@azot.gov.



General Logo Guidelines

- AOT written approval for all TEAM related marketing activities (i.e. EZ Advertising, Print Placement, Outdoor Placement, Internet Advertising, Printed Materials, etc.) is mandatory. Written approval may take up to 10 business days for the date of receipt. Please plan ahead.
- AOT logo is required on all EZ Advertising placements. If TEAM advertisement is placed within one of the combined “sections” defined above, AOT will notify the participant that an AOT logo will not be required on that specific advertisement. Also, please note that advertisements placed in the Official State Visitors Guide do not need to include an AOT logo. These are the only exceptions to the rule that all ads must include the AOT logo. All ads still must be approved by AOT prior to placement.
- The AOT logo must be legible and of equal size to the participant’s logo or must have reasonable equal visibility at AOT’s discretion.
- Without prior written AOT approval, AOT **will not** be responsible for paying for any ads or fulfilling reimbursement requests.
- AOT logo should be placed on the bottom center, bottom right, or bottom left of an advertisement, billboard, printed materials, etc.
- When utilizing the logo on printed materials such as a brochure, the logo is to be placed on the bottom 1/3 of the front or the back of the collateral.
- When utilizing the logo on television spots, CD’s, DVD or video/film production the logo should never appear smaller than 1/3 the width of the screen.
- Every ad placement or creative project, whether used in previous years is required to have written AOT approval prior to placement, production, or printing.
- If the project is produced in four color, AOT’s logo must also be in four color.